

NOV -4 1924

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✓ WORLDLY GOODS ✓

✓ Photoplay in 6 reels ✓

✓ From the Novel by Sophie Kerr ✓

✓ Screen play by A. P. Younger ✓

Directed by Paul Bern

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S.

Footage of this Picture is 6 Reels—6,055 Feet.

PARAMOUNT

## PRESS

Adolph Zukor and Jesse Lasky present

AGNES AYRES

"WORLDLY GOODS"

From the no  
Screen play

Directed

A Paramount

Lasky present

AYRES

"GOODS"

the

PURPOSE: To Help You/Sell

re to the

"WORLDLY GOODS", STARRING AGNES AYRES  
BIG FAMOUS FORTY 'MATRIMONY'Human Narrative of Life  
As It Is Actually Lived

At the Rialto

"Worldly Goods" a  
Marriage Life Film

Agnes

Picture by Sophie Kerr

(Advance Synopsis of Story)

Adapted from Sophie Kerr's Ladies Home  
Journal Serial and Novel — Directed  
by Man Who Made "Open All Night"  
—Pat O'Malley, Victor Varconi  
in the Supporting Cast**H**ERE'S another successful Ladies Home Journal story that women are going to flock to when it appears upon the screen.

It is concerned with a tremendously vital theme—the part that money plays in married life—and the question of whether a wife should help earn the money to keep the home going, and whether the home can be kept going when the wife is out earning money. This is a problem that is more important now than it ever was, and it is getting more important every day.

The young wife in this story is gifted enough to be a successful wage-earner or a successful home-maker, and she tries to be both. The result of this attempt makes a drama that is close to everyday life as we all live it—the kind of drama that Mr. and Mrs. Everyman can learn something from that applies to their own lives, and the moral struggle through which the young wife has to go before she gets the thing settled right will be an eye-opener to many a young married couple.

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Pat O'Malley, making his debut in Paramount pictures, is leading man. Victor Varconi, you remember him in "Triumph," "Changing Husbands," "Feet of Clay," Edythe Chapman, Bert Woodruff and others just as well known have prominent supporting roles.

Paul Bern, as a new director ("Open All Night" was his first work for the screen), is naturally expected to introduce some new ideas. He does just this in "Worldly Goods." A. P. Younger wrote the screen play.

## Cast

Eleanor Lawson..... AGNES AYRES

Production Mat 1PA

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in "Worldly Goods"True-to-Life Comedy-Drama of  
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The story visualizes what happens to a young self-supporting girl who marries a romantic weakling, believes in him, trusts him; and how she handles the situation which arises when the inevitable disillusionment comes.

Briefly told, the story deals with Eleanor Lawson, a girl of twenty, secretary to the manager of a big department store. The girl, as portrayed by Agnes Ayres, is loved by the store manager (Victor Varconi) who would gladly

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Numbered among her acquaintances is Pat O'Malley, salesman for a well known make of automobile, breezy, confident, visionary and with more than the usual in the line of airy persuasion. O'Malley decides a wife is a mighty good asset, selects Miss Ayres as his first choice and in the face of her ambition for a career and her vow never to marry sells himself to her so well that she exercises a woman's prerogative, changes her mind and weds him.

The air castles he has built come tumbling down and bills deluge them, including even the back instalments on the wedding ring. In desperation she goes to work in another part of the store where she formerly was employed.

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Anything in This Press Sheet May Be Reprinted

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## G AGNES AYRES, A 'TRIMONEY' PRODUCTION

### Picture Facts in Brief

Star

AGNES AYRES, who recently scored with Antonio Moreno in the radio-novelty thriller, "The Story Without a Name."

Director

Paul Bern. "Worldly Goods" is his second directorial work ("Open All Night" was the first). Bern achieved quite a reputation as the author of the Pola Negri screen plays; "Men" and "Lily of the Dust."

Author

Sophie Kerr, whose story first appeared as a featured serial in the Ladies Home Journal and was later published in novel form.

Scenarist

A. P. Younger, a screen writer of long experience. He has any number of big picture successes to his credit.

Cameraman

Bert Glennon, who photographed "The Ten Commandments." He has introduced some new lens ideas into "Worldly Goods" which are decided high lights in the picture.

Support

Pat O'Malley, leading man—he brings to Paramount a fine record of popularity; Victor Varconi, the handsome young actor brought to this country by Cecil B. DeMille who has appeared in that director's three latest productions; Edythe Chapman, "little mother of screen stars"; Bert Woodruff, dean of character actors; Cecille Evans, former Sennett bathing beauty; Maude George, a real screen siren; Otto Lederer and others.

Type of Story

A unique domestic drama dealing with real, human people—unusually interesting and filled with rich humor. You seem to invade the privacy of the home and what you see could happen right in your own street or just around the corner.

Theme

Dedicated to the proposition that the average American husband is full of hot air—or, money as a factor in married life. A real lesson is taught by this picture to husbands, wives, fathers and mothers and those contemplating matrimony. It shows the tragedy of a young wife seeking a divorce because of what she thinks, not because of what she knows. It points out the danger of circumstantial evidence in married life. Just as that sort of evidence has hung men or sentenced them to jail, just so often has it rushed young and old married couples headlong into divorce courts.

The High Spots

Modiste shop scenes—done before, true, but never as here—logically introduced into the sequence. A bevy of beautiful girls as manikins including several from the Ziegfeld Follies—a fashion show second to none.

Comedy interludes—there are many! H. M. Walker, who titled the Harold Lloyd successes and "Changing Husbands," has put additional humor into "Worldly Goods."

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"Worldly Goods"  
Marriage Film

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Advertise the showing of this picture with a WORLDLY GOODS SALE in each and every town.

In "Worldly Goods" the young wife is gifted enough to be a successful wage earner or a competent home maker—and she tries to do both. Should a wife help to earn the money to keep the home going, and can the home be kept going if the wife is out earning money?

Newspaper contest: "How I help my husband finance our home."

Get after the young folks whose marriage licences have just appeared in the papers. "Go to the ..... Theatre for your share of WORLDLY GOODS."

Newly-married couples, too: "Is this picture true-to-life?" Print their opinions.

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And the stills of the star in bridal costume are especially timely since the recent announcement that Miss Ayres has been a bride for several months.

The husband in "Worldly Goods" makes his money by putting over a real estate deal. Might be some sort of a stunt here with local agents.

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PUTTING IT  
OVER RIGHT



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### Cast

Eleanor Lawson.....	AGNES AYRES
Fred Hopper.....	Pat O'Malley
Clifford Ramsay.....	Victor Varconi
Mrs. Lawson.....	Edythe Chapman
Mr. Lawson.....	Bert Woodruff
Letitia Calhoun.....	Maude George
Vivian Steel.....	Cecille Evans
Sol Shipik.....	Otto Lederer

## Synopsis

ELEANOR LAWSON (Agnes Ayres), twenty, pretty and independent, is secretary to the manager of a big department store. Clifford Ramsay, the manager, is deeply infatuated with the girl though he has never told her of his love. On her part, love and marriage are far from her thoughts. Her mind is on a career.

Fred Hopper, a glib-talking, breezy auto salesman whose mind runs to building air castles and whose dreams are of future millions, sells himself to Eleanor so well that she forgets her vow never to marry, really believes his wondrous schemes will come true, and accepts.

The honeymoon is hardly over when the air castles come tumbling down. The furs and autos, the diamonds and fine raiment he promised her she finds to be fantasies, not material things. Bill collectors arrive in groups. The climax comes when Hopper, flitting from job to job, is finally without work. His wife decides it is up to her to return to business. She obtains a position in the store where she was formerly employed. Fred is furious, but Eleanor finally wins him over, and he swallows his pride and goes to Ramsay for a job.

While waiting in an outer office he accidentally overhears a conversation regarding a big real estate deal which gives him a "hunch." He secures an option on the property with money loaned him by an old flame and realizes a couple of hundred thousands on the transaction.

The wife hears of the "affair" with the married woman and goes to Ramsay for help and advice. He suggests the divorce court so she can marry him when she is free. Hopper is summoned to the attorney's office by a fake telegram from Mr. and Mrs. Lawson. Left alone in the private office, Fred and the girl come to an understanding, after which he tells his wife that they are rich and all his promises are to be materialized.

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True-to-Life Comedy-Drama of  
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The story visualizes what happens to a young self-supporting girl who marries a romantic weakling, believes in him, trusts him; and how she handles the situation which arises when the inevitable disillusionment comes.

Briefly told, the story deals with Eleanor Lawson, a girl of twenty, secretary to the manager of a big department store. The girl, as portrayed by Agnes Ayres, is loved by the store manager (Victor Varconi) who would gladly marry her. She is averse to marriage, her bent being a career as a fashion designer.

Pat O'Malley, as Fred Hopper, an auto salesman and just a bit breezier than the average in that line of business, meets the girl and promises himself that he will make her his wife. So confident is he that she will yield to his blandishments, that he buys the ring first, at a dollar down and a dollar a week.

She is won by his arguments, believing his schemes for making millions will come true and the wedding takes place, to the great joy of the bride's father, (Bert Woodruff) and to the dismay of Edythe Chapman, her mother, who vividly remembers that some years

prior the same promises were made to her.

After the marriage bubble bursts, air castles come toppling down, one after the other. Hopper's mission in life seems to be flitting from one job to another. The young wife tires of bill collectors, most of all, the man who sold the engagement ring and cannot collect.

She goes back to work in the gown department of the store where she was formerly employed—the store managed by the man who loved her.

Her husband finds her there, and from that point the story progresses with a maximum of thrills, laughs and extremely unusual situations. It is built to an unusual and exciting climax under skillful direction. Maude George, Cecille Evans and Otto Lederer complete the cast.

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What she thinks happened during the call convinces the young wife that the time has come for severing the nuptial knot and Varconi aids her in taking the case to the divorce court.

Here the real drama of the story develops and the climax is one of the most interesting ever put on the screen.

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There's a world of fine exploitation material in "Worldly Goods." Get after it!

### "Worldly Goods" Paramount Picture with Perfect Cast

A perfect personnel is claimed for the cast which appears in the new Paramount picture, "Worldly Goods," a screen version of Sophie Kerr's Ladies Home Journal serial, directed by Paul Bern and starring Agnes Ayres, which comes to the ..... Theatre next ..... for a ..... days' run.

Millions of people familiar with the characters, through having read either the Ladies Home Journal story or the novel, will see the characters step from the printed page to the screen just as they have been drawn by the authoress.

Agnes Ayres, as the young self-supporting secretary; Pat O'Malley, as the breezy young salesman; Victor Varconi, as the dignified and handsome store manager; Maude George, as the silly and vampish woman of wealth; Bert Woodruff and Edythe Chapman, as the parents of the girl; Otto Lederer as the Hebrew jeweler; and even the most incidental character in the picture was cast with unusual care in an effort to preserve the atmosphere of the story perfectly.

Paul Bern, former scenario expert, who has shown finesse, subtlety and artistry as a director, produced the picture. Bert Glennon of "The Ten Commandments" fame was the cameraman. The screen play was written by A. P. Younger.

Sophie Kerr, whose story first appeared as a featured serial in the Ladies Home Journal and was later published in novel form.

### Scenarist

A. P. Younger, a screen writer of long experience. He has any number of big picture successes to his credit.

### Cameraman

Bert Glennon, who photographed "The Ten Commandments." He has introduced some new lens ideas into "Worldly Goods" which are decided high lights in the picture.

### Support

Pat O'Malley, leading man—he brings to Paramount a fine record of popularity; Victor Varconi, the handsome young actor brought to this country by Cecil B. DeMille who has appeared in that director's three latest productions; Edythe Chapman, "little mother of screen stars"; Bert Woodruff, dean of character actors; Cecille Evans, former Sennett bathing beauty; Maude George, a real screen siren; Otto Lederer and others.

### Type of Story

A unique domestic drama dealing with real, human people—unusually interesting and filled with rich humor. You seem to invade the privacy of the home and what you see could happen right in your own street or just around the corner.

### Theme

Dedicated to the proposition that the average American husband is full of hot air—or, money as a factor in married life. A real lesson is taught by this picture to husbands, wives, fathers and mothers and those contemplating matrimony. It shows the tragedy of a young wife seeking a divorce because of what she thinks, not because of what she knows. It points out the danger of circumstantial evidence in married life. Just as that sort of evidence has hung men or sentenced them to jail, just so often has it rushed young and old married couples headlong into divorce courts.

### The High Spots

Modiste shop scenes—done before, true, but never as here—logically introduced into the sequence. A bevy of beautiful girls as manikins including several from the Ziegfeld Follies—a fashion show second to none.

Comedy interludes—there are many! H. M. Walker, who titled the Harold Lloyd successes and "Changing Husbands," has put additional humor into "Worldly Goods."

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## Peppy Program Paragraphs

WHAT happens when a keen-minded young business woman used to independence marries a romantic blow-hard and tries to settle down? See Agnes Ayres in the Paramount picture, "Worldly Goods."

Sophie Kerr's brilliant Ladies Home Journal serial an even more brilliant screen production.

A story of Mr. and Mrs. Everyman, of Anytown. Its development takes you right in the front door of an American town, opens the closet door and lets the family skeleton walk out. Real entertainment—and a laugh in every foot.

A Famous Forty Paramount picture.

The last thing in the world you'd want to miss—Agnes Ayres in "Worldly Goods"—it's a Paramount picture that you don't know what it was all about.

"I now pronounce you man and wife!"—and then the fun began! See "Worldly Goods." Agnes Ayres, Pat O'Malley, Victor Varconi in the cast.

Not just another married life farce—a real, human picture that does not involve the eternal triangle—a novelty!

### Read This!

It has been brought to our attention that certain concerns are offering exhibitors a mat service of advertising prepared on Paramount pictures.

Paramount ads are prepared by men of long experience, men who know their work, and by some of the most competent artists in the country—and they are sold to you at cost!

A feature of this "pirate" service is the "routing out" of the cuts all mention of the name of the company producing the picture. Paramount has spent, and

is spending, millions yearly to convince the picture-going public that "If it's a Paramount picture, it's the best show in town."

The Paramount trade mark is as important to the fans as the story, star, author, director, etc. They have gotten into the habit of looking for it in selecting their entertainment.

So when ordering cuts or mats on Paramount pictures do so from your nearest Paramount exchange. Remember, middle-man is just another word for added expense.





# Agnes Ayres in "Worldly Goods" STORIES TO GET YOU VALU

Clip the stuff you want on this page and send it to the editors. Additional pre

## Agnes Ayres in 'Worldly Goods'

### Paramount Screen Version of Sophie Kerr's Novel

AGNES AYRES comes to the... Theatre on... next in the Paramount picture, "Worldly Goods," the screen version of the Ladies Home Journal serial by Sophie Kerr. Pat O'Malley, Victor Varconi and Edythe Chapman head the supporting cast.

The production is a modern matrimonial farce of newlyweds.

"Old stuff!" you say? Not this one! The story is one of a promising young man (and that's the trouble with him—he's all promise

and no performance), a loose-tongued automobile salesman who sells himself to a pretty young girl with his big talk and high ambitions. Pat O'Malley is "Fred Hopper," the salesman, and Miss Ayres has the role of "Eleanor Lawson," secretary to "Clifford Ramsay," manager of a big department store, a part played by Victor Varconi. Edythe Chapman portrays "Mrs. Lawson" in the production and Bert Woodruff is the father. Others in the cast are Maude George in a vamp role, Cecille Evans and Otto Lederer.

"Hopper," before marriage, promises "Eleanor" the world with a string on it. After she discovers that he was just stringing her along, "Ramsay" is also in love with "Eleanor" and when the latter comes to believe her husband more than passingly interested in a married woman, he suggests she end the thing right there in the divorce court.

Some great comedy scenes follow, comical for audiences, that is, but all too serious for Hopper. Although he has cleared a small fortune in a deal in real estate, Fred feels that the triumph is an empty one now that he is about to lose the one he loves best in the world. But a reconciliation is effected and Hopper informs his wife that now all his promises are to be materialized.

A tag shows them living happily "ever after."

"Worldly Goods," adapted for the screen by A. P. Younger, was directed by Paul Bern, his second picture as a director. "Open All Night" was the first.

### Miss Ayres Almost Scared Out of Motion Pictures

Embarrassment nearly drove Agnes Ayres out of pictures just at the time she was succeeding in establishing herself as an actress of ability.

"I had been working before the camera for about three months," she explains, "I thought I was a veteran actress, but I suddenly changed my mind when the director casually mentioned that in the next scene I was to kiss the leading man. I was so embarrassed, due to the presence of all those who watched the performance with critical eyes, that I almost deserted pictures then and there. I thought I would never be able to overcome it but I have, simply by concentrating my thoughts on the characterization I am playing and actually forcing myself to forget my own personality. Kissing for a motion picture scene is not a personal matter."

Miss Ayres' newest Paramount picture, "Worldly Goods," which opens next... at the... Theatre, is an adaptation of Sophie Kerr's popular novel of the same name. Paul Bern directed.

### Four "Follies" Beauties in "Worldly Goods" Cast

## Wage-Earner or Home-Maker—Which?

AGNES AYRES tries to be both in her latest Paramount picture, "Worldly Goods" and what happens? Her matrimonial bark lands upon the rocks of the divorce court and all but goes to pieces. "Worldly Goods," adapted by A. P. Younger from the novel by Sophie Kerr which also appeared as a featured serial in the Ladies Home Journal, is a story of a young wife gifted enough to be a successful wage-earner or home-maker, and her husband, a loose-tongued automobile salesman who has other ideas aside from four wheel brakes and balloon tires.

Pat O'Malley, as the husband, "Fred Hopper," is a promising young man. In his courting days he had promised "Eleanor" (Miss Ayres) everything she'd wish for—and he was still promising after a year of married life. So the girl just naturally went out after her old position again to earn enough money to buy her the little odds and ends she wanted and which her husband could not give her.

Well, that's how the trouble started—and then there entered another man and woman into the case—jealousy, black thoughts, complications and, lastly, as we mentioned before, the inevitable divorce court.

Just how the entire affair is straightened at the... all this week makes one of the most interesting pictures shown in... in many a day.

Other big names in the cast include: Victor Varconi, Edythe Chapman, Bert Woodruff, Maude George, Cecille Evans and Otto Lederer.

## Where Are All the Old-Time Screen Stars?

Where do the screen stars disappear to when their lustre fades? Agnes Ayres, scintillating Paramount star, can answer that question, with reference to one former star at least.

During a restful moment between scenes of her latest starring production "Worldly Goods" the star was watching, on another set, a scene of the Lubitsch production "Forbidden Paradise," starring Pola Negri, being filmed.

A group of officers, fifty in number, was seated at a banquet table. A familiar face attracted the attention of Miss Ayres.

She recognized the actor, just one of the fifty, as a former screen star, idol of the fans, with the old Kalem company in the days when Miss Ayres was just starting her screen career with the Essanay company in Chicago.

"Take a look at the extras in the background of the next big picture you see and perhaps you'll recognize some of the real old-timers of the picture business who were stars before many of us present-day actors and actresses even thought of entering the field," says Miss Ayres.

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## "Little Mother of Screen Stars"

Many character actresses in pictures may lay claim to that title but it seems rightfully to belong to Edythe Chapman, who "mothers" Agnes Ayres, in the latter's Paramount starring picture "Worldly Goods."

Practically every star of note has been taken to Miss Chapman's arms, guided through his or her screen troubles, felt the touch of mother hands and made to feel of a real mother love, among them Rudolph Valentino, Thomas Meighan, Rod La Rocque, Richard Dix, Douglas Fairbanks and Antonio Moreno.

Add to this mother roles with the feminine stars Constance Talmadge, Lois Wilson, Bebe Daniels, Mae Murray, Marguerite Clark, Viola Dana and many others.

"Worldly Goods," with Pat O'Malley, Victor Varconi and others, just as well known playing in support of Miss Ayres, will be the feature next... at the... Theatre.

## Agnes Ayres' First Work in Motion Pictures

Agnes Ayres' first work in motion pictures consisted in sitting up at night helping her mother make over one of her dresses into an evening frock.

The following day she was to make her debut before the camera and she had told the director that she had an evening gown.

Miss Ayres was in her first year in high school in Chicago. Quite by accident, the casting director at the Essanay studio saw her and engaged her for a part, believing she had had acting experience.

The ambitious young actress and her mother worked on the dress until midnight, when little Agnes was sent to bed, but her mother continued sewing until three in the morning. The next day the director was pleased with the girl's appearance but decided that a wrap

## 'Worldly Goods' Press Reviews

Get Local Editors to Print One of the Following

(Review No. 1)

WORLDLY GOODS," a Paramount picture starring Agnes Ayres, is the feature at the... Theatre this week. The production is an adaptation of Sophie Kerr's Ladies' Home Journal serial and popular novel of the same name. Paul Bern directed and A. P. Younger wrote the screen play. Miss Ayres' role in the picture is

studies fashions when not punching her typewriter. Into Eleanor's life comes a breezy, young auto salesman, Hopper, played by Pat O'Malley, devotes part of his time thinking out schemes and deals calculated to make him a millionaire overnight. He has great confidence in his ability to put over the "big idea" and sweeps Eleanor off her feet in a glamour of romance. Fred sells himself to her 100%. He tells the girl of his million dollar plans and she is convinced that her future husband is about the cleverest man alive. Fred promises her automobiles, fur coats, travel, servants and every luxury, and in time they are married.

Six months later Fred is still making promises, but the automobiles and servants have thus far failed to materialize. He flits from scheme to scheme, but never sees any of them to a successful conclusion. In the meantime the pair begin to feel the touch of poverty, and it is then Eleanor decides to get her old job back. She does so.

The "other woman" enters the story here just as Fred stumbles upon some wonderful news and cleans up on his "hunch." Instead of rushing to Eleanor with the good news, he is summoned to her lawyer's office to face divorce proceedings. Then the story takes another novel twist, a reconciliation is effected, and the picture closes with every promise that his air castles are about to become realities.

"Worldly Goods" is entertainment for everyone, a matrimonial comedy-drama that is not just "another picture of married life." It's something new, and you'll like it!

Victor Varconi and Edythe Chapman also have fine roles.

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Pat O'Malley has the leading man's role opposite the star in the production, and Victor Varconi and Edythe Chapman are also well cast.

The story has to do with money as a factor in married life. It is said that two can live as cheaply as one. "Did you ever try it?" asks Fred Hopper (Pat O'Malley), if not in just so many words. His wife is afflicted, as Hopper sees it, with the usual feminine longing for the niceties of life—worldly goods, and Fred isn't able to supply them. So Eleanor goes out to earn enough money to help him—and t



# res in "Worldly Goods" YOU VALUABLE PUBLICITY

to the editors. Additional press sheets at your exchange if you need them.



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## SPECIAL PUBLICITY STORIES

### A Case of Truth Being Stranger than Fiction

I HAVE been nearly drowned in swimming scenes, was almost trampled under a horse's hoofs in 'The Sheik,' and have had dozens of other genuine thrills, but none of my exciting moments before the camera can compare with my excitement when I left Chicago to make my way in pictures in New York," says Agnes Ayres, the beautiful Paramount actress who is starred in "Worldly Goods," due at the.....on.....

"That was my big adventure. I had only a little money and had given up a good position in pictures in Chicago. I was entering a strange city to look for work.

"No position awaited me; I had merely the sincere advice of friends that my success with the Essanay in Chicago had not been enough to make a dent on New York.

"But I burned my bridges behind me and took the long chance. I won a moderate success at first and finally reached a higher place. Perhaps, if I had lost, I would not be so happy as I look back to it. But having won—'burning my bridges' now seems the greatest thrill of my life because there was so much to win."

"Worldly Goods" was directed for Paramount by Paul Bern. It was adapted by A. P. Younger from the novel by Sophie Kerr. The cast supporting Miss Ayres includes Pat O'Malley, Victor Varconi, Edythe Chapman and others.

### Shoes Agnes Ayres' Hobby—What's Yours?

Everybody has a hobby. Agnes Ayres has one, and she believes that it is the hobby of nine out of ten women. What is it? Fine shoes!

"I love them," she explains, "just as does most every woman. Now that it is possible to have a good many pairs, I indulge this little luxury more than any other," says the Paramount star who appears in "Worldly Goods."

"I remember the time when I had a hard task to find the where-withal to buy good shoes," says the popular Paramount star. "So I decided to make up in quality what I lacked in quantity—I bought the best I could afford, even if I had to have them patched many times before I could buy new ones."

Miss Ayres' latest Paramount starring picture, "Worldly Goods," a screen version of the novel by Sophie Kerr, will be the feature next.....at the.....Theatre to remain for.....days. Pat O'Malley, Victor Varconi and Edythe Chapman are among the more prominent players in the cast.

### Pat O'Malley, "The Marvel of the Air"

That's the way the present day screen player was billed when he was in his teens.

He traveled with a one ring circus for two seasons in "death defying daring on the silver thread," as per the "one-sheets" posted through the mining region of Pennsylvania.

Though in "Worldly Goods" the Paramount picture in which he plays opposite Agnes Ayres, his flights are limited to flights of fancy, the lure of the sawdust ring is still with him. To be cast in a role which would necessitate his mastery of the wire being perpetuated on the screen would be his idea of real happiness.

"Worldly Goods," by Sophie Kerr and directed by Paul Bern, comes to the.....Theatre next..... It's a matrimonial comedy-drama with a new twist.

### Baby Ring Agnes Ayres' "Good Luck" Token

Stars of the stage and screen are ever alert to acquire "good luck" tokens. The acquisitions are many and varied, ranging from the proverbial rabbit foot to miniature ivory elephants.

Agnes Ayres, beautiful Paramount star, has perhaps the most ingenious good luck charm of all. It is her baby ring, placed on her chubby finger when she was three years of age and worn continuously through her girlhood. She even wore it the day she was chosen to make her debut in pictures with the old Essanay company.

She wears it when signing picture contracts and it is always on her finger when she is negotiating any business deal.

The last occasion when it was brought out of its receptacle in the safety deposit vaults, was when the wedding ceremony in her newest production for Paramount, "Worldly Goods," was being filmed. Miss Ayres impressed its good omen qualities on Paul Bern, her director and he was content for her to wear it in the picture.

"Worldly Goods," with Pat O'Malley, Victor Varconi, Edythe Chapman and others in the supporting cast, opens next.....at the.....Theatre for a run of.....days. Sophie Kerr is the author of the novel from which the picture was adapted by A. P.

## 'Worldly Goods' Due at Rialto

### A Famous Forty-Paramount Film with All-Star Cast

**WORLDLY GOODS**, a Paramount picturization of the novel by Sophie Kerr starring Agnes Ayres, will be the feature at the..... Theatre for a run of.....days beginning.....next. Paul Bern directed the production which was adapted for the screen by A. P. Younger.

The story is a fine domestic comedy-drama of real, human people. It first appeared as a serial in the *Ladies' Home Journal* and has since

proved unusually successful as a novel.

Miss Ayres has the role of Eleanor Lawson, young secretary to the manager of a large department store. Pat O'Malley is Fred Hopper whom she marries. He is an automobile salesman, gifted with a great line of talk and "high-falutin" ideas of the future. In fact, he's all ideas and no initiative. Victor Varconi is cast as the store manager, Clifford Ramsay. It is about these three that the story revolves—and it's not the time-worn eternal triangle theme either, but something really new. Paul Bern is a new director ("Open All Night" was his first work for the screen), and he has introduced some novel ideas into "Worldly Goods."

Edythe Chapman and Bert Woodruff also have prominent parts in the strong supporting cast of the picture which comes to the..... Theatre next..... Maude George, Cecille Evans and Otto Lederer complete the line-up of players.

Here's a matrimonial comedy-drama that will appeal to everyone.

### Pat O'Malley Has Lead in "Worldly Goods" Film

After chasing Agnes Ayres through seven reels in an attempt to induce her to marry him, Pat O'Malley waited three years for another chance.

The chance came during the making of "Worldly Goods," the new Paramount picture starring Miss Ayres. This time O'Malley wins and marries her in the second reel.

Only twice have these popular players appeared together in pictures. The love chase took place in a picture three years ago. Finally "Worldly Goods" brought them together again.

The cast supporting Miss Ayres is perfectly balanced and in addition to the star and O'Malley it numbers Victor Varconi, Edythe Chapman, Maude George, Bert Woodruff, Cecille Evans and Otto Lederer. Paul Bern is the director.

"Worldly Goods" opens at the.....on.....

### Insurance Indirect Cause of Varconi's Screen Career

Selling life insurance proved the indirect medium for Victor Varconi attaining screen eminence.

Connected with a big insurance company in Budapest, Varconi was an invited guest one night at a banquet given by his organization to its salesmen. He was induced to put on a one act skit and it made such a hit with the head of the company that he urged Varconi to adopt acting as a profession.

Varconi quit his job right at the banquet table and next day enrolled in the "Actor Art High School."

He was such a sensation in Vienna that Cecil B. De Mille brought him to Hollywood. His latest picture is "Worldly Goods," star-



father. Others in the cast are Maude George in a vamp role, Cecille Evans and Otto Lederer.

"Hopper," before marriage, promises "Eleanor" the world with a string on it. After she discovers that he was just stringing her along, "Ramsay" is also in love with "Eleanor" and when the latter comes to believe her husband more than passingly interested in a married woman, he suggests she end the thing right there in the divorce court.

Some great comedy scenes follow, comical for audiences, that is, but all too serious for Hopper. Although he has cleared a small fortune in a deal in real estate, Fred feels that the triumph is an empty one now that he is about to lose the one he loves best in the world. But a reconciliation is effected and Hopper informs his wife that now all his promises are to be materialized.

A tag shows them living happily "ever after."

"Worldly Goods," adapted for the screen by A. P. Younger, was directed by Paul Bern, his second picture as a director. "Open All Night" was the first.

## Miss Ayres Almost Scared Out of Motion Pictures

Embarrassment nearly drove Agnes Ayres out of pictures just at the time she was succeeding in establishing herself as an actress of ability.

"I had been working before the camera for about three months," she explains, "I thought I was a veteran actress, but I suddenly changed my mind when the director casually mentioned that in the next scene I was to kiss the leading man. I was so embarrassed, due to the presence of all those who watched the performance with critical eyes, that I almost deserted pictures then and there. I thought I would never be able to overcome it but I have, simply by concentrating my thoughts on the characterization I am playing and actually forcing myself to forget my own personality. Kissing for a motion picture scene is not a personal matter."

Miss Ayres' newest Paramount picture, "Worldly Goods," which opens next.....at the..... Theatre, is an adaptation of Sophie Kerr's popular novel of the same name. Paul Bern directed.

## Four "Follies" Beauties in "Worldly Goods" Cast

"If Flo Ziegfeld considered them good enough for his "Follies" they ought to be good enough for my modiste scene."

Thus spoke Paul Bern, director of the Paramount picture "Worldly Goods."

The modiste shop scene, one of the many high lights of the picture, necessitated the use of a score of beautiful models. A list of more than a hundred applicants was considered. Four of the girls selected were formerly of the Ziegfeld "Follies."

Jocelyn Leigh, Charlotte Morgan, Jean Laverty and Gwendolyn Lee comprised the quartet and their beauty, grace, charm and wondrous gowns, were material aids in making

the fashion show one of the most beautiful ever shown on the screen. "Worldly Goods," adapted from the Ladies' Home Journal serial and novel by Sophie Kerr, stars Agnes Ayres. There's a big cast playing in support. The picture opens next.....at the.....

## Her Own Press Agent?

Maude George, appearing in "Worldly Goods," the Paramount picturization of Sophie Kerr's novel, starring Agnes Ayres, which comes to the.....Theatre next..... is credited with an original method of utilizing spare time in a motion picture studio.

Each day Miss George arrived at the studio she came through the gate with a makeup box in one hand and a leather case in the other. The latter contained a portable typewriter.

In a corner of the set Miss George arranged her temporary workshop, small table, chair, typewriter—and between scenes ground out copy for special stories ordered from her by leading screen magazines.

Where do the screen stars disappear to when their lustre fades? Agnes Ayres, scintillating Paramount star, can answer that question, with reference to one former star at least.

During a restful moment between scenes of her latest starring production "Worldly Goods" the star was watching, on another set, a scene of the Lubitsch production "Forbidden Paradise," starring Pola Negri, being filmed.

A group of officers, fifty in number, was seated at a banquet table. A familiar face attracted the attention of Miss Ayres.

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Add to this mother roles with the feminine stars Constance Talmadge, Lois Wilson, Bebe Daniels, Mae Murray, Marguerite Clark, Viola Dana and many others.

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## Agnes Ayres' First Work in Motion Pictures

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The following day she was to make her debut before the camera and she had told the director that she had an evening gown.

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The ambitious young actress and her mother worked on the dress until midnight, when little Agnes was sent to bed, but her mother continued sewing until three in the morning. The next day the director was pleased with the girl's appearance but decided that a wrap would be better. The wardrobe department could supply none, so Miss Ayres' mother took a motor coat with pink silk lining and reversed it right at the studio.

Today Miss Ayres has one of the finest wardrobes in motion pictures, and is noted for her excellent taste in dress.

The Paramount star's newest production is "Worldly Goods," directed by Paul Bern, which comes to the.....Theatre for a.....days' run on..... Pat O'Malley, Victor Varconi and Edythe Chapman play in support.

## Paramount Director Superstitious About Superstitions

The man with the inclusive superstition has been discovered in Hollywood.

He's Paul Bern, erstwhile scenarist, now a featured Paramount director. He just made "Worldly Goods," starring Agnes Ayres.

His superstition?

No, it isn't walking under ladders, thirteen, breaking mirrors, black cats, spilling salt or any of the usual ones. He'll do any of those things with impunity.

His superstition is that it's very bad luck to believe in any superstition.

Which, at least, is unusual.

Pat O'Malley has the leading man's role opposite the star in "Worldly Goods," coming to the.....Theatre next..... Victor Varconi, Edythe Chapman and others are included in the cast.

## "Please Pass the Laurel"

A world's record in the show business is claimed by Bert Woodruff, veteran character actor who appears, with Agnes Ayres in her new starring picture for Paramount, "Worldly Goods."

A quarter of a century ago Woodruff owned, managed, directed and starred in, a repertoire company which toured the Middle West.

The record was established at Johnson's Creek, Wisconsin, January 16th, 1900, upon which momentous occasion the company gave a presentation of "Virginius"

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Six months later Fred is still making promises, but the automobiles and servants have thus far failed to materialize. He flits from scheme to scheme, but never sees any of them to a successful conclusion. In the meantime the pair begin to feel the touch of poverty, and it is then Eleanor decides to get her old job back. She does so.

The "other woman" enters the story here just as Fred stumbles upon some wonderful news and cleans up on his "hunch." Instead of rushing to Eleanor with the good news, he is summoned to her lawyer's office to face divorce proceedings. Then the story takes another novel twist, a reconciliation is effected, and the picture closes with every promise that his air castles are about to become realities.

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The story has to do with money as a factor in married life. It is said that two can live as cheaply as one. "Did you ever try it?" asks Fred Hopper (Pat O'Malley), if not in just so many words. His wife is afflicted, as Hopper sees it, with the usual feminine longing for the niceties of life—worldly goods, and Fred isn't able to supply them. So Eleanor goes out to earn enough money to help him—and she finishes their marital bliss.

Wage-earning and housework don't mix, and "Worldly Goods" shows what happens when a wife attempts to do both—it is just about the most amusing and novel manner you could hope for.

Here's one picture you shouldn't miss, whether married, unmarried or undecided. It's bound to please!

## (Review No. 3)

Love sure is a wonderful thing, but try to live on it!

If you ever laughed at a married life farce in your life, you're going to laugh at Agnes Ayres' latest production for Paramount, "Worldly Goods."

Theatre, for it's a genuine comedy in every sense of the word, with just enough drama and loads of heart appeal.

Sophie Kerr wrote the story from which the picture was adapted by A. P. Younger. It first ran serially in the Ladies' Home Journal and was later published in novel form. To say that the book was successful in putting it mildly, and to say that the picture is the book brought to life just about describes the screen version of the story to a "T."

Pat O'Malley plays opposite the star, and Victor Varconi and Edythe Chapman are others prominent in support. O'Malley's role in the picture is that of an automobile salesman whose ideas are just about as high as the price of his cars. He wins over Eleanor (Miss Ayres) with his "line," and married life looks like one sweet until the bills start coming in and the collectors begin arriving in groups, and they just can't take a smile and soft words!

Such is newly-married life! But all's well that ends well.



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Sophie Kerr wrote the story from which the picture was adapted by A. P. Younger. It first ran serially in the Ladies' Home Journal and was later published in novel form. To say that the book was successful is putting it mildly, and to say that the picture is the book brought to life just about describes the screen version of the story to a "T."

Pat O'Malley plays opposite the star, and Victor Varconi and Edythe Chapman are others prominent in support. O'Malley's role in the picture is that of an automobile salesman whose ideas are just about as high as the price of his cars. He wins over Eleanor (Miss Ayres) with his "line," and she looks like one sweet thing until the bills start coming in and the collectors begin living in their pockets. He can't take a cent of it. But such is newly-married life! But all's well that ends well.

The cast supporting Miss Ayres includes Pat O'Malley, Victor Varconi, Edythe Chapman and others.

### Shoes Agnes Ayres' Hobby—What's Yours?

Everybody has a hobby. Agnes Ayres has one, and she believes that it is the hobby of nine out of ten women. What is it? Fine shoes!

"I love them," she explains, "just as does most every woman. Now that it is possible to have a good many pairs, I indulge this little luxury more than any other," says the Paramount star who appears in "Worldly Goods."

"I remember the time when I had a hard task to find the wherewithal to buy good shoes," says the popular Paramount star. "So I decided to make up in quality what I lacked in quantity—I bought the best I could afford, even if I had to have them patched many times before I could buy new ones."

Miss Ayres' latest Paramount starring picture, "Worldly Goods," a screen version of the novel by Sophie Kerr, will be the feature next at the Theatre to remain for..... days. Pat O'Malley, Victor Varconi and Edythe Chapman are among the more prominent players in the cast.

### Pat O'Malley, "The Marvel of the Air"

That's the way the present day screen player was billed when he was in his teens.

He traveled with a one ring circus for two seasons in "death defying daring on the silver thread," as per the "one-sheets" posted through the mining region of Pennsylvania.

Though in "Worldly Goods" the Paramount picture in which he plays opposite Agnes Ayres, his flights are limited to flights of fancy, the lure of the sawdust ring is still with him. To be cast in a role which would necessitate his mastery of the wire being perpetuated on the screen would be his idea of real happiness.

"Worldly Goods," by Sophie Kerr and directed by Paul Bern, comes to the Theatre next..... It's a matrimonial comedy-drama with a new twist.

### Baby Ring Agnes Ayres' "Good Luck" Token

Stars of the stage and screen are ever alert to acquire "good luck" tokens. The acquisitions are many and varied, ranging from the proverbial rabbit foot to miniature ivory elephants.

Agnes Ayres, beautiful Paramount star, has perhaps the most ingenious good luck charm of all. It is her baby ring, placed on her chubby finger when she was three years of age and worn continuously through her girlhood. She even wore it the day she was chosen to make her debut in pictures with the old Essanay company.

She wears it when signing picture contracts and it is always on her finger when she is negotiating any business deal.

The last occasion when it was brought out of its receptacle in the safety deposit vaults, was when the wedding ceremony in her newest production for Paramount, "Worldly Goods," was being filmed. Miss Ayres impressed its good omen qualities on Paul Bern, her director and he was content for her to wear it in the picture.

"Worldly Goods," with Pat O'Malley, Victor Varconi, Edythe Chapman and others in the supporting cast, opens next..... at the Theatre for a run of..... days. Sophie Kerr is the author of the novel from which the picture was adapted by A. P. Younger.

### "I now pronounce you man and wife!"

That's practically the only part of the marriage ceremony that the Rev. Neal Dodd, beloved Hollywood clergyman omitted when he united Agnes Ayres and Pat O'Malley in the marital bonds of a screen wedding, during the making of "Worldly Goods," a new Paramount picture directed by Paul Bern, coming to the Theatre..... on..... next.

The clergyman has officiated at many screen weddings. He does not, contrary to a story once published, use words entirely foreign to the marriage ritual.

### PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount picture over. Get in touch with your exploiteer:

CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
DANZIGER, WM.	119 Seventh St.	Milwaukee, Wis.
DUNHAM, CURTIS	302 Jefferson St.	Dallas, Tex.
		(and San Antonio, Tex.)
EAGLES, HARRY C.	2017 Third Ave.	Seattle, Wash.
		(and Portland, Ore.)
ESHENFELDER, GEO.	211 S. Mint St.	Charlotte, N. C.
GAMBRILL, GEO.	3721 Washington Blvd.	St. Louis, Mo.
GAVIN, THOMAS	110 West 18th St.	Kansas City, Mo.
GEYER, ERNEST	51 1/2 Luckie St.	Atlanta, Ga.
HAWN, GAVIN C.	62 N. State St.	Wilkes-Barre, Pa.
HELLMAN, JACK	1619 Davenport St.	Omaha, Nebraska
		(and Des Moines, Iowa)
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MC CONVILLE, JOHN	5 Shawmut St.	Boston, Mass.
		(and Portland, Me.)
MENDELSSOHN, WM.	1563 East 21st St.	Cleveland, O.
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chicago, Ill.
RENAUD, KENNETH	2948 Cass Ave.	Detroit, Mich.
RICKETSON, RICK	1625 Court Place	Denver, Colo.
		(and Salt Lake City, Utah)
RIDGE, MAURICE	Pioneer & Broadway	Cincinnati, O.
ROBSON, WM.	1018 Forbes St.	Pittsburgh, Pa.
SHEILD, CORBIN	331 West 44th St.	New York, N. Y.
		(and Albany, N. Y.)
SWIFT, HARRY	924 S. Olive St.	Los Angeles, Cal.
TAYLOR, WM. A.	514 W. Grand Ave.	Oklahoma City, Okla.
THOMAJAN, P. A.	113 S. Monroe St.	Peoria, Ill.
WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WAGNER, CHAS. E.	251 N. 5th St.	Columbus, Ohio
WATERSTREET, IRVIN A.	38 So. Capitol Ave.	Indianapolis, Ind.
		(and Louisville, Ky.)
WHELAN, LESLIE F.	1219 Vine St.	Philadelphia, Pa.
WIEST, JAMES M.	1100 First Ave. N.	Minneapolis, Minn.
		(and Sioux Falls, S. D.)

and no initiative. Victor Varconi is cast as the store manager, Clifford Ramsay. It is about these three that the story revolves—and it's not the time-worn eternal triangle theme either, but something really new. Paul Bern is a new director ("Open All Night" was his first work for the screen), and he has introduced some novel ideas into "Worldly Goods."

Edythe Chapman and Bert Woodruff also have prominent parts in the strong supporting cast of the picture which comes to the Theatre next..... Maude George, Cecille Evans and Otto Lederer complete the line-up of players.

Here's a matrimonial comedy-drama that will appeal to everyone.

### Pat O'Malley Has Lead in "Worldly Goods" Film

After chasing Agnes Ayres through seven reels in an attempt to induce her to marry him, Pat O'Malley waited three years for another chance.

The chance came during the making of "Worldly Goods," the new Paramount picture starring Miss Ayres. This time O'Malley wins and marries her in the second reel.

Only twice have these popular players appeared together in pictures. The love chase took place in a picture three years ago. Finally "Worldly Goods" brought them together again.

The cast supporting Miss Ayres is perfectly balanced and in addition to the star and O'Malley it numbers Victor Varconi, Edythe Chapman, Maude George, Bert Woodruff, Cecille Evans and Otto Lederer. Paul Bern is the director.

"Worldly Goods" opens at the Theatre.....

### Insurance Indirect Cause of Varconi's Screen Career

Selling life insurance proved the indirect medium for Victor Varconi attaining screen eminence.

Connected with a big insurance company in Budapest, Varconi was an invited guest one night at a banquet given by his organization to its salesmen. He was induced to put on a one act skit and it made such a hit with the head of the company that he urged Varconi to adopt acting as a profession.

Varconi quit his job right at the banquet table and next day enrolled in the "Actor Art High School."

He was such a sensation in Vienna that Cecil B. De Mille brought him to Hollywood. His latest picture is Paramount's "Worldly Goods," starring Agnes Ayres and directed by Paul Bern, which comes to the Theatre..... next..... Sophie Kerr wrote the novel from which the picture was adapted.

Pat O'Malley, Edythe Chapman and others appear with Varconi in the cast.

### Forced Into Movies—Imagine!

Cecille Evans, youthful player, appearing in Paramount's "Worldly Goods," starring Agnes Ayres, lays claim to an original method of entering pictures.

Miss Evans was taken by the arm on the street and forced into service in her first picture. She had never appeared on the screen or the speaking stage and frankly confessed she did not know what it was all about.

She was given the opportunity because she happened to be the exact type the director was seeking.

"Worldly Goods" will be shown at the Theatre next..... It is an adaptation of Sophie Kerr's novel by that name and was directed by Paul Bern. Pat O'Malley has the leading man's role, Victor Varconi, Edythe Chapman and others play in support.

### Closes Run Today

The Paramount picture, "Worldly Goods," starring Agnes Ayres which was shown for the first time in..... last..... at the Theatre, will close its run this evening.

The picture is an adaptation of the novel by Sophie Kerr. Pat O'Malley, Victor Varconi and Edythe Chapman head the cast playing in support of the star.

It's a matrimonial comedy-drama of the better kind.



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